

# MOBILE BANKING BY THE NUMBERS

## MOBILE BANKING IS ON THE RISE

2013: 33%

2014: 39%

2015: 43%

Percentage of mobile phone owners with bank accounts who have used mobile banking in the past 12 months.



## MOBILE PAYMENTS ARE STILL SLOW TO CATCH ON

**24%** of people surveyed had used their smartphone to make a purchase in the 12 months before the survey.

Of those who made mobile purchases, the three most common transactions were:

- 1** Paying bills through a mobile phone web browser or app **65%**
- 2** Purchasing a physical item or digital content remotely using a mobile phone **42%**
- 3** Paying for something in a store using a mobile phone **33%**



## WHAT DO PEOPLE USE MOBILE BANKING FOR?

**94%**

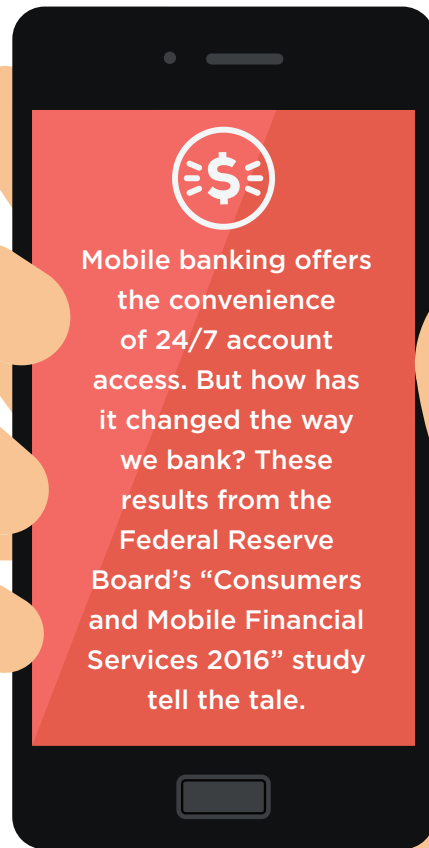
Check their account balances

**58%**

Transfer money between accounts

**56%**

Receive alerts (low balances, payment reminders)



## DOES GOING MOBILE MAKE YOU A SMARTER CONSUMER? YOU DECIDE

**62%**



Nearly two-thirds of mobile banking users checked their account balance on their phone before making a large purchase.

**50%** of them decided not to purchase an item as a result of their account balance or credit limit.



When consumers received low-balance alerts, it caused them to:

- ✓ Transfer money into the account with the low balance **43%**
- ✓ Deposit money into the account **36%**
- ✓ Reduce spending **32%**



## WHAT DO THOSE WHO USE MOBILE BANKING DO TO PROTECT THEMSELVES?

**84%**

Install updates

**70%**

Password protect the phone

**58%**

Customize privacy settings



Convenient Mobile Banking is available through the Seaside Banking app. Please contact your Client Advisor for details.